

# International Events Marketing

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Principles of International Event Marketing	Digital and Social Media Marketing Strategy	
	Customer Insight and Engagement	Global Marketing Strategy	
	Research Methods for Events and Marketing	Understanding Customer Behaviour	
	Contemporary Issues in Events Management	Professional and Academic Development	
		<b>Dissertation or Client Project</b> (The deadline is at the end of September, one year after the start of the programme)	
YEAR 2	<b>Marketing Practice</b> (Sandwich Mode 1 Year)		

For further information on any of our Postgraduate Programmes  
 telephone: **+44 (0) 01865 485858**  
 or email [helloobbs@brookes.ac.uk](mailto:helloobbs@brookes.ac.uk)  
[www.brookes.ac.uk/business](http://www.brookes.ac.uk/business)